



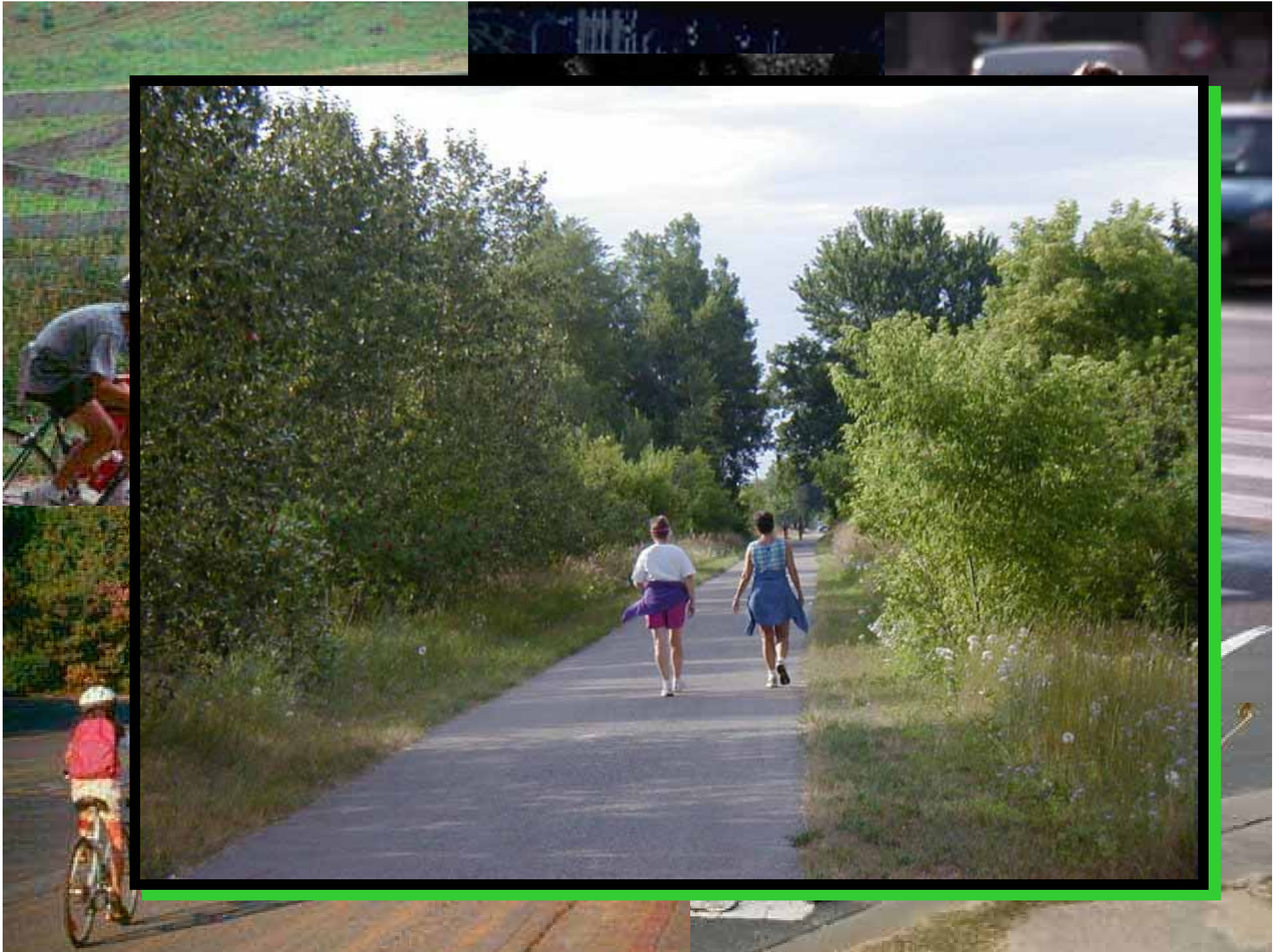
Active

Community



Environments





Daily Travel: 1st Stop



Fueling Up



Lunch Hour Errands



WHY?







A Health Crisis

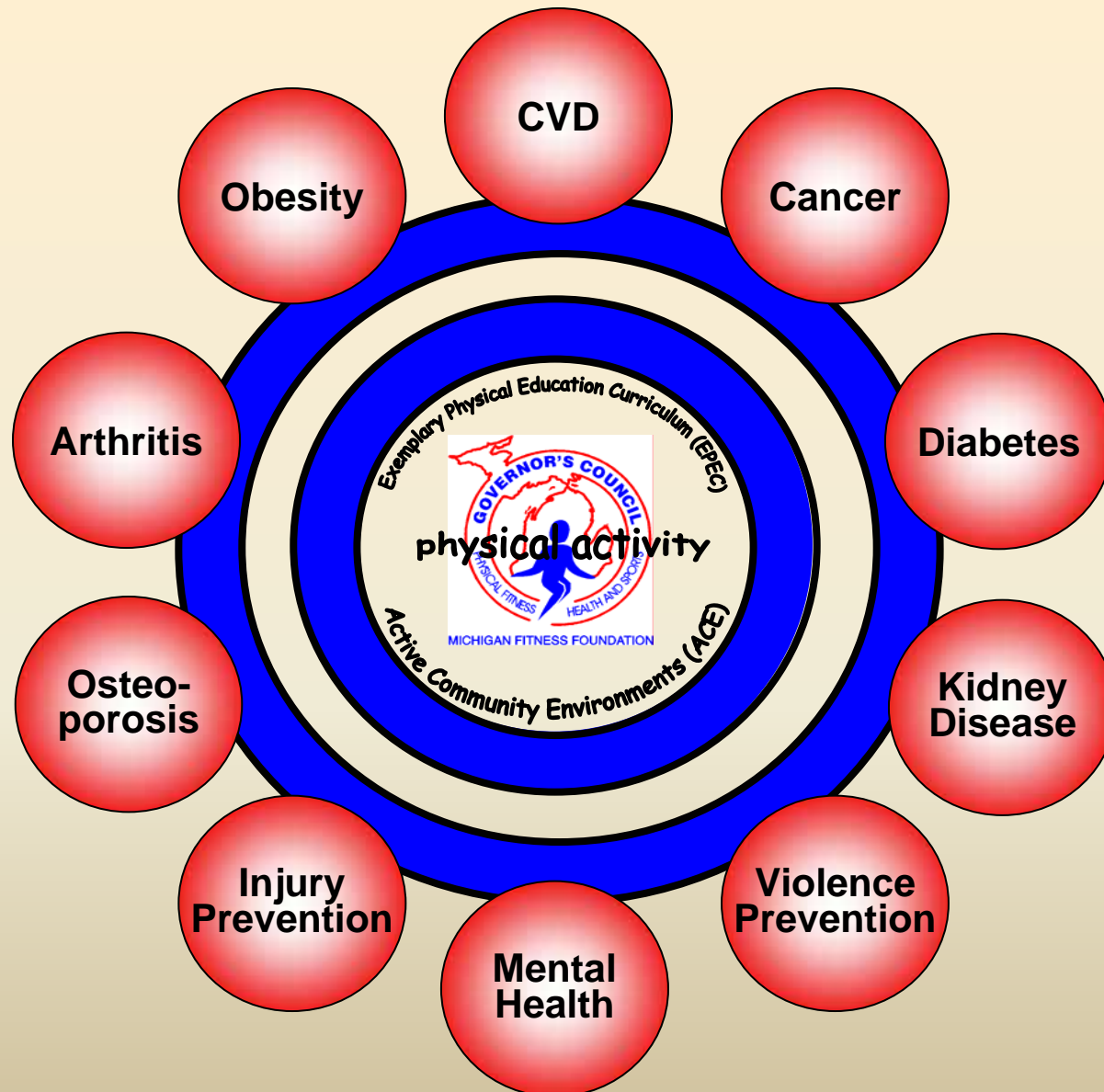
- Inactivity and poor nutrition are the 2nd leading cause of death.
- 75% of all Americans don't achieve minimum amounts of exercise.
- There has been a 40% decline in the number of walking and/or biking trips made by children.



Photo by Dan Burden
www.pedbikeimages.org

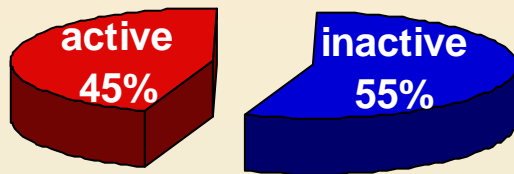
Physical Inactivity

The Effect on Health



An Economic Crisis: The Burden of Physical Inactivity in Michigan

Michigan Adults
(7.57 million)



- Over 4 million Michigan adults are physically inactive.

Total cost of \$8.9 billion in 2002.

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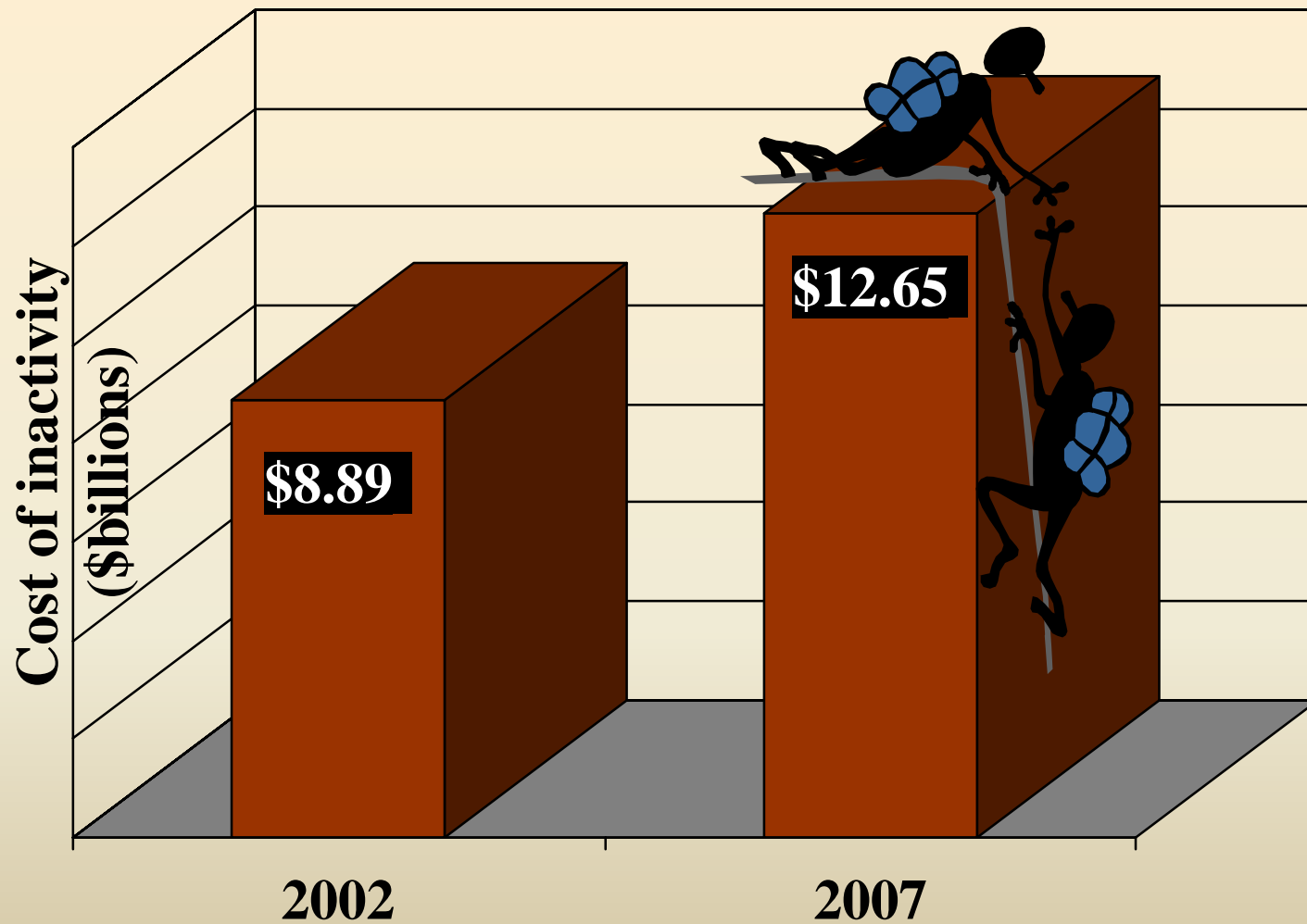
- **Costs are borne largely by:**
 - **Employers**
 - health insurance premiums
 - lost productivity
 - **State of Michigan**
 - Medicaid



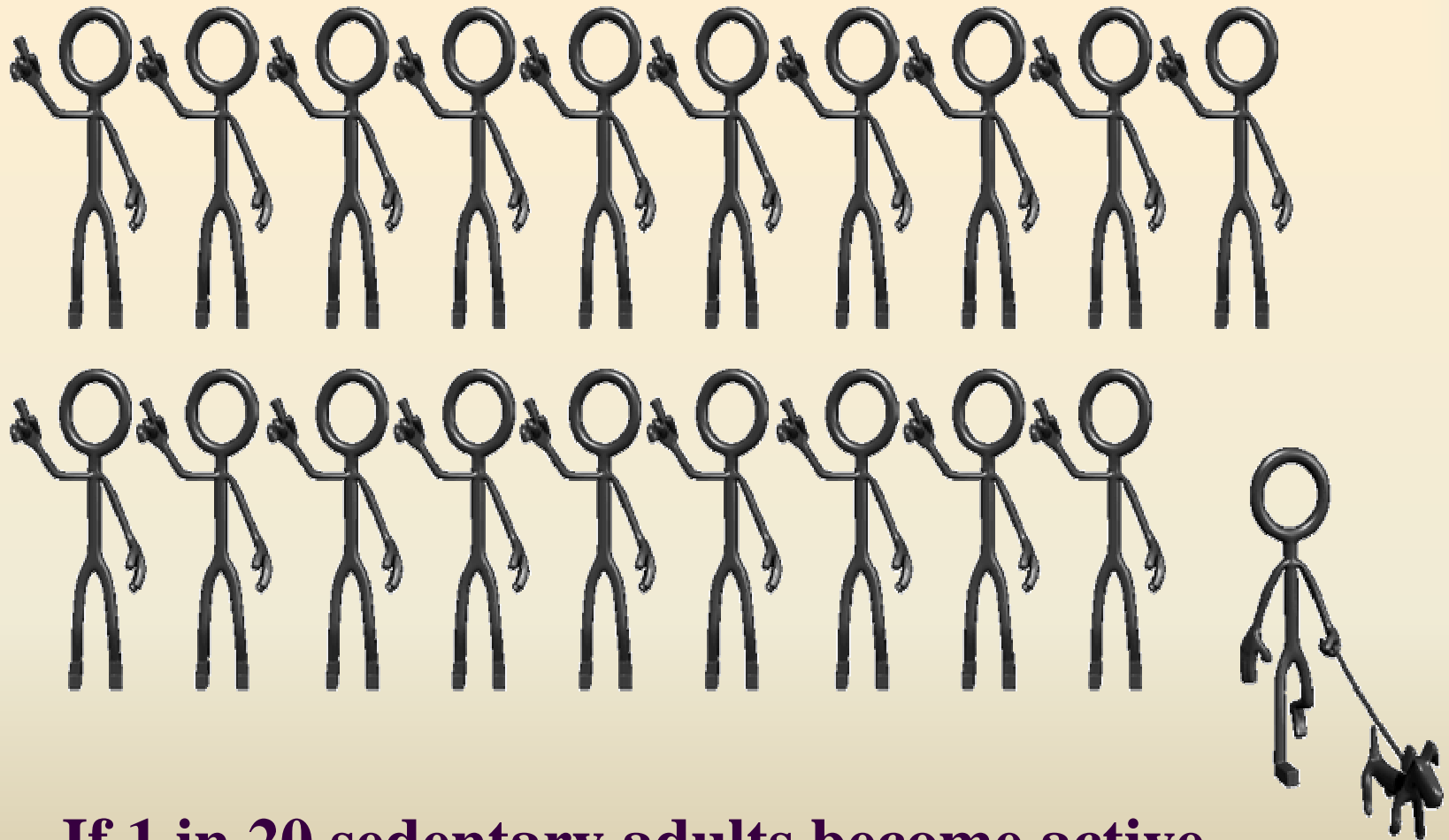
**Ultimately, Michigan residents
absorb these costs.**

\$1,175/adult

Financial Forecast



Cost Avoidance



If 1 in 20 sedentary adults become active . . .

Cost Avoidance

... A cost avoidance of ~\$575 million per year over the next 5 years can be realized.

This equates to jobs for over 15,400 new employees.



“It is dishonest to tell our citizens to walk, jog, or bicycle when there is no safe or welcoming place to pursue these ‘life-saving’ activities.”

Richard Jackson, Director
Center for Disease Control's
National Center for Environmental Health

Encourage Walking









Encourage Biking





Promoting Active Communities Award



- Recognizes communities that are making it easy to be active.
- Points are earned through a community self assessment.

The Beauty of the Award Approach



Through the self-assessment, a community sees more than 100 good ideas to make it easier for people to be active -

- No preaching from the choir!
- Incentives to make changes.

Many of the point-getters will cost nothing.

Promoting Active Communities Award



How the Award Works



Points can be earned in
six categories.

Promoting Active Communities Award

Six Categories of Assessment

1. Policies & Planning (weighted heavier)
2. Pedestrian & Bicycle Safety/ Facilities
3. Community Resources
4. Worksites
5. Schools
6. Public Transportation



www.michiganfitness.org/active
www.mihealthtools.org/communities

What About the Nutrition Environment?

“When it comes to obesity, our society’s nutrition environment is ‘toxic.’ ”

Halting the obesity Epidemic: A public health policy approach, public health reports, 2000



COMING SOON:

Nutrition Environment Assessment Tool: “NEAT”

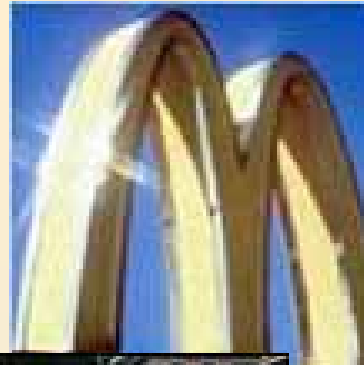
- Communities will be able to assess themselves
- Is it easy for people in our community to get healthy foods?
- Do community policies support healthy eating?



What Kinds of
Community
Characteristics Will
NEAT Look for?

Community Examples

- Fast food places/
family restaurants
offer healthier
options?
- Markets available in
urban areas?
- Community
gardens?



Worksite Examples

- Vending machines have healthy items
- Cafeterias offer healthy menu and snack options
 - Labels identify healthy foods
 - Promotions or sales on healthier foods



www.mihealthtools.org



Promoting Active
Communities Award

Safe Communities

School Health
Index

N.E.A.T.: Nutrition
Environmental
Assessment Tool

“People tend to think of overweight and obesity as strictly a personal matter, but there is much that communities can and should do to address these problems.”

Former U.S. Surgeon General David Satcher



THANK



YOU!!

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www.michiganfitness.org